



## Special Publicity -- Propaganda Number

# THE SERVER

News Magazine for the Order of the Star in the East in America. Published monthly at 2123 Beachwood Drive, Hollywood, Los Angeles, California, where change of address should be promptly notified. Subscription \$1 a year (for members this sum is included in annual dues of \$2). Single copy 10c. Members of the Order are not bound by the views expressed herein. Entered as second-class matter June 16, 1925, at Los Angeles, California, under the act of March 3, 1879. Copyright 1925, by The Order of the Star in the East, Fritz Kunz, Editor; Ernest Stone, Manager.

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No. 8

### From The National Representative

MEMBERS WILL RECALL that at the little Star conference in Chicago last year I took opportunity to explain that future developments of the work would include the institution of a capable Publicity Department. Originally, on the way up from Australia to America, my intention was to use this department for extension of our work; but after the erroneous and misleading syndicate telegrams and items by the United Press and Newspaper Enterprises Association, it was clear that nothing so deliberate would be to the purpose. I cautioned members, therefore, to stand ready and to realize their duties in these matters of misinterpretation of our work and Hope, printing the caution in the *Server* and pressing it also at Chicago verbally.

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There was a little delay in getting the machinery together, because the lady in whom I had reposed some hope found it impossible to do the work, illness and other duties preventing. Fortunately the name of Mr. Harden suggested itself at the critical moment, and he undertook the formidable task without hesitation, though not without knowledge of the difficulties ahead. Indeed, it was his perfect awareness of the dangers that made him most desirable.

With the public announcement in London, by the Protector, Dr. Besant, of the nearness of the Coming, it was instantly apparent that we should be in for a storm of comment, a mixture of thunder and lightning bolts and likewise gentle and patient rain. We consequently began to act with all possible speed. The problem was this: Could we assemble the right people and start thought along right lines before erroneous reports got abroad? The answer is: On the whole, we most emphatically have. The credit may be generously spread all around. Captain Russell Lloyd Jones and Mr. Breese and others took hold in New York, and by their common sense attitude, their calmness and assurance, conveyed the dignity and simplicity of our message to those important people, the New York Editors. The results have been amazingly creditable accounts, allowing for the nature of the newspaper enterprise in America, its rush, its essentially commercial background, and the like. Captain Jones and his colleagues threw into the balance everything they possessed, holding nothing back, whether it was time, or personal reputation, or money or what you will. Meantime, hearing of the impending releases in New York, Mr. Harden gathered together members in San Jose, including Round Table Knights (who never worked in a more



knightly cause in their lives), and laboured all day and well into the night, sending out far and wide letters to editors, and other matter which was written with such dignity and balance as to carry its own conviction, despite the bizarre and astonishing news in hand.

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The following quotation from one editorial column will show how persuasively Mr. Harden wrote:

The mail brought to *The Tribune* (Oxnard, California) yesterday, as it doubtless brought to the desks of other newspapers, the announcement of a certain religious sect that it was about to secure the publication of a story about the re-appearance of the Saviour, together with a suggestion that a certain individual is his prophet and ambassador.

"Just another nut religion," was the first thought; and then the writer's glance happened to stray to the "Declaration of Principles" of the Society. Here it is: (Writer quotes our Principles and concludes):

Maybe that outfit isn't so nutty, after all.

Isn't that delightful?

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I issued in last *Server* an appeal for helpers and Mr. Harden got a response which, I am told, just about inundated him. Telegrams and letters poured in upon him, and he sat (so to speak, if we may without irreverence) upon the waterfloods, directing the fevered volunteers. I wish I had seen that! At any rate, from all sides members came into the game. Not all showed the best judgment—a rare and precious quality—but everyone showed fearlessness and earnestness.

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The results of it all have been valuable. Instead of attacks upon us, ridicule and abuse, the telegraphic and other publicity has been amazingly favorable and (what is more remarkable) intelligent. The whole country for a moment blazed with the News.

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In several places adroit use was made of the opportunity. In New York, on the day of the publication of the main article (in the *World*—two page spread, on sale at Headquarters, by the way) the local members got up a special meeting in the Princess Theatre. In Los Angeles, as I write, they are taking the Trinity Auditorium, which holds twenty-five hundred, and there is to be a big meeting on December 27th.

How different all this is from a few months ago, is it not? How glad we must all be that the machinery to take this load came into being in time. Few realized, I suspect now, how rapidly things were to move. Indeed, a member of some judgment was quite doubtful of me when I wrote in the very first of the new series of *Servers* that two years was the outside limit. (More on this point later).

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Instead of a hostile, a negligent, or a facetious Press, we have the delightful spectacle of a respectful Press, an interested Press and in many cases a thoroughly friendly Press. I, for instance, had a long distance call of about half an hour from the editor of the *Los Angeles Times*, whose courtesy and understanding were all one would desire. This is very different from treatment received in another quarter a few months ago, before our Publicity Staff got to work.

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A few specimens of the accounts which appeared will be useful. It is evidently not possible to publish the big displays and stories in metropolitan papers, all of which are good, so far as I know. The following was the Associated Press contribution, handled with a propriety which brevity seldom allows:

Thousands rushing to India for Coming of 'New Christ', Cult predicts at Christmas.

New York, Dec. 15—Thousands of Theosophists are journeying to India in anticipation of the "second coming of Christ," the New York Tribune says today.

They are drawn by the prophecy of their leader, Mrs. Annie Besant, international president of the Theosophical Society, that within the next five months the star of Bethlehem will burn over Adyar, India, and Christ will return to the earth in the body of Krishnamurti, a 30-year-old Hindu.

The anticipated appearance of the "new Christ," which has been kept secret for some time, was revealed by Capt. R. L. Jones, bookshop proprietor and American representative of Mrs. Besant. Only a few weeks ago the young Hindu upon whom Godhead is to descend, quietly visited this country, meeting members of the faith.

"Christ will simply come as before, this time using the body of Krishnamurti as his vehicle," Jones explained.

There is to be no angelic trumpeting and no clouds of glory. The event will have a modern aspect. Seven persons are being prepared as apostles and the other five will be appointed in India. Modern publicity agents will herald the arrival of the

"new Christ" as he and his apostles journey through the world, proclaiming his message to humanity.

Although Mrs. Besant has set five months from now as the time for the event, other Theosophists have set it as early as Christmas.

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The next is a fair specimen of a rare comment by editors with a materialistic leaning, skeptical and ignorant, but neither abusive nor rabid.

#### A QUEER WORLD

(Reno Gazette, December 16th, 1925.)

It seems strange in the Twentieth century to learn of numbers of cultivated, studious men and women who truly believe that a new divine incarnation of the Messiah is about to be born in India in the person of one Krishnamurti. It is the hope that has influenced the will and the will to believe, which is the beginning of faith, makes them in the end sincere in their trust.

Yet these followers of their highly developed cult fail to realize that they are repeating only a symptom of the same longing for something higher and better that has been seen again and again in relatively modern times. Messiah merely means messenger in itself, but long custom has given to it the implication of messenger from some higher power, and how many Messiahs there have been in the last thousand years of our era. The Jewish people have been mislead by them half a dozen times, the Mohammedans repeatedly and Christians more than once.

Despite this, persons otherwise perfectly reasonable are found to think that they alone are on the right path and that all others have been mistaken. It is a strange world we live in and the strangest part of it is repeatedly disclosed to be the race that inhabits it.

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Here is an example of correspondence:

Sounds warning on False Prophesies.—San Jose, December, 18, 1925. Editor Mercury Herald:

Dear sir: My attention was called to an Associated Press report from New York, which appeared in your paper as well as in others, concerning the journeying of theosophists to India to wait for the coming of Christ. This is not the first time that people were mislead in this way, but as it is bound to appear more frequently in the future than ever before, I should like to sound a note of warning in our Lord's own words found in Matthew 24:23-26:

"Then if any man shall say unto you, lo, here is Christ, or there; believe it not. For there shall arise false Christs, and false prophets, and shall show great signs and wonders; insomuch that, if it were possible, they shall deceive the very elect. Behold, I have told you before. Wherefore if they shall say unto you, behold, he is in the desert; go not forth; behold, he is in the secret chamber; believe it not." Max Freimark.

This is our reply to the editor:

Dear Sir: Perhaps you will find space in your columns for a remark upon the Reverend Max Freimark's letter in your issue of about December 18th. The caution of Matthew which he quotes is familiar to us all. I wonder whether, in the days of Jesus, centuries ago, other reverend gentlemen did not quote similar warnings about Him? It is ever the tragedy of the appearance of great Teachers that they come to their own and they know Them not. I sympathize entirely with Mr. Freimark, but he must permit me to assure him that there is just as much scientific knowledge about the Coming Christ as there is about the last visit. I am willing to concede that many are acquainted with the lore of the historical Christ; perhaps an equal liberality will move such learned people to acknowledge that there is such a thing as expert knowledge about the future Appearance?

Some of us claim to know something about this matter. The cyclic law in religions is our technical domain. We have the knowledge which enables us to produce a complete rapprochement between religion and science. Our specialty is a wide and intimate knowledge of the Comings of all past historical teachers, such as the Buddha, Lao-tze, Muhammad, Vyasa, Shankaracharya and Others whose very names may be unfamiliar to your readers, including Mr. Freimark. Believe me, we know whereof we speak. We ask only patience and tolerance. Time will prove the judge of the whole matter. Better, I suggest, wait quietly and see. That will do no harm, but hastily to reject would be a lasting regret.

\* \* \*

The only aggravated attack was in a sectarian paper from a quarter where opposition might reasonably be expected. "He came to His own and they knew Him not."

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This should caution us that it is not to be expected that everything will be made smooth for us. If I may say so, we in America especially do not realize the pent-up bitterness of bigotry, the intense secular self-righteousness, the tangle of ancient complexes with which we must deal. We are like prisoners who go into a dark forest where ages of devious growths impede them. Suddenly, as they start to hew a path for men, the very jungle comes to life, the liana writhing into serpent forms and wrapping them about; the dank ground gives off its foetid vapours; the dark leaves, blotched and mottled, exude poisons slowly gathered in the darkness of the ages. But is that to deter us? Shall we fall back before the menace and betray the cause for which we have been placed where we are? Not we!

I notice, for instance, that attacks upon prominent members of the Order have been delivered in London reactionary papers. Mrs. Besant is accused of having launched the idea of the Coming as part of a seditious movement to wrest India from Britain. The same thing was doubtless said by angry pro-consuls, fattening on Judea twenty centuries ago. These attacks, with additional foul accusations, are being repeated in a few American papers. It is said that associates of the Head are persons of ill-repute. I happen to know how groundless these slanders are, but the point I would like to make here is: Suppose it were so, what do true Christians mean to do about it? What was Mary Magdalene? Why did Jesus count her among his own people? "Let him that is without sin.....", the quiet Voice echoes down the halls of the silent past. The issue is squarely joined: Is false and abusive accusation to drive us to choose respectability and draw aside the hems of our spotless garments? Then withdraw now, I would counsel. World Teachers do not come in times like these to bring soft peace for the cowardly. New Ages are not born in a twilight sleep. The Mother of the Future must travail. This is not quiet dawn with gentle breeze; we must stiffen ourselves for a hurricane if need be.

\* \* \*

Returning to our proper theme, Publicity and Propaganda, we must ask ourselves now whether we are going to let everything sink back into the old state ever again? Shall we not march forward steadily from point to point? Will it not be generally agreed, my brothers, that not a moment must be lost? Are we to be caught with unfilled lamps? The episode of the publicity campaign was a salutary lesson, a close call. Unprepared, we should have lost a good opportunity and more; we should have been definitely set back. Things had either to be with us or against us. The news had either to break in America from the right and true angle, or in the direction of sensationalism and ridicule and nonsense. We were only just in time with that Department. What we must now do is not only congratulate ourselves on that success, pleasing though it is so far, but stop and wonder what must next be anticipated with intelligence and self-sacrifice. Our work involves expecting the unexpected—no simple matter.

What points want instant attention? What immediately next?

\* \* \*

I would first of all ask every serious-minded member and every local leader to run over the important points covered so far in the new development of the Star work since last May, and ask whether everything has been done on those so far. I will mention them in sequence, and tabulate them so that with a pencil the energetic may instantly check off and see what has been done for that community:

*Check List of Possible Jobs for the Lone Member and for the Group Leader*

1. Are you forming a group round you, if you are not already a member of a flourishing Group? If it is not flourishing, why not? Dues paid? Headquarters quota?

2. Have you stocks of all the new leaflets and pamphlets? (Two new leaflets, *Price List* and *General Statement*; three new pamphlets, No. 1, *Information for Inquirers*, No. 2, *Notes on Organization*, No. 3, *Notes on Group Work*) Stocks of application forms, *At the Feet of the Master*, etc.? Let Headquarters hear from you, please.

3. Are you in touch with the Publicity Director? Are you placing his materials, putting *Heralds* in libraries, publishing *Declarations of Principles* in local papers, etc?

4. Are you cogitating the possibilities of a Garden of the Star for your territory?

5. Are you thinking forward toward a big Star Summer School or Camp in 1926.

6. Is practical field work going on among you, Animal Welfare, Prison Improvement, and the like?

7. Are you developing speakers and using those available?

8. How about young people in the work in your part of the world?

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As to increase of membership, things are looking up at last. In last *Server* I reported to the end of October. For November 126 came in and in the first days of December 201 new members joined, and also 40 who had at some time or other been on the rolls, became active to the extent at least of paying their dues. Total 241. This works out at about eleven new members a day, and is, so far, acceptable. I do not consider this alto-



gether satisfactory, considering the simplicity of our message, the pressure of help from the inner worlds, the urgency of the work, the ripeness of the times, and the ease of joining. I am perfectly cognizant of the state of many communities. But yet I feel that we have not yet, many of us—including myself, probably—got the right technique in this matter. We are either fearsomely intense and overstrained or else we are timed to a degree. Either we have no intelligent background from which we work, or else we are too coldly mental and esthetic about it all. We must be either doubtful ourselves or incapable of conveying our conviction. There are a hundred and ten

million Americans. We ought to be doubling our membership in a year, every year, for five years at least. And in the first effort we should do very much better than that. It would be somewhere near the possible figure, I guess, if the active list showed about five thousand members in March, 1926. This would work out at an average of not eleven but twenty new members a day now. We may at least be glad that the rate at the moment is five times as high as it was last summer, but then summer is the quiet time in our work—or has been for some years; one does not know what it will be in future!

## LETTERS

Which Make the Headquarters Staff Cheerful

### FROM A LADY IN THE MIDDLE WEST

We were so very much interested in the last *Server*, as we are in each issue, but especially in the project of a University. I sincerely hope that the proposition may materialize, and herewith pledge myself for one thousand dollars towards it, and hope to redeem this pledge whenever it is needed, and add something more from time to time.

### FROM A DOCTOR

I am interested in your article, *The Next Step in Our Work*, appearing in December *Server*. I want to be counted in on this school establishment and am holding myself ready to send you a check for (\$500.00) five hundred dollars when you say you want it for the school work. I want my children to go to such a school and then come home and give to the world the benefit of their *knowledge* in other schools or in the homes they build and the communities in which they live.

I have in mind to give some land for a Star Garden. One small tract 78x150 feet about two blocks off the beach. Another small tract about 5½ miles north of ..... of two acres. This little tract lies in the corner of an 80 acre tract that I have paid ..... on and still owe ..... due in one, two and three years which I think I will be able to pay out sooner if things go well with me.

I had in mind that I could if necessary give the 38 acres adjoining this tract if the work of the Master needed it later on for any purpose such as a school, etc. This country is on a tremendous boom, and we think is destined to come in like California and Florida.

You are coming to lecture for us this winter or spring and then we will see the property and talk

it over. I just want you to know that we are in earnest down here at ..... and want to help as we can. You can get the \$500.00 any time you say you are ready for it.

### FROM AN EDUCATOR OF SMALL MEANS

Since I came back from India I have been appalled by what I have learned about the public schools in America, in fact about "education" in general, and I wish I could tell you the joy given me by your plan for The School, and by your action in taking an option on the land for it! I am sending a check for \$2.00 for The School from ..... and me to Dr. Stone as our first contribution, and we hope to be able to contribute more later.

### SAVE YOUR EYES

I had the pleasure of hearing you speak last Saturday night and I was impressed by the great need for an American Branch of the University and the need for money with which to carry on the activities. I want to help a little and I have found a way. Up to now, I have gone to the Cinema once a week. This costs me fifty cents. So I have decided not to go for the next year (excepting only Douglas Fairbanks!) and will send you the money instead. This will amount to \$2.00 per month and others may be found who can make the same sacrifice, so that the sum will be increased. I enclose, therefore, the sum of one dollar for the week beginning December 6th and the week beginning December 13th. I will send another dollar on December 20th. As I live in Hollywood, I am saving twenty cents in car fare weekly. If I know you, Mr. Kunz, you will probably write and ask for that also! [Mr. Kunz has written!]



# FIRST REPORT

By Ray W. Harden, National Director of Information.

The National Publicity Office of the Order of the Star in the East has been a very busy place these last few weeks. First we caught the feeling that something momentous was close upon us—upon the whole world, in fact. We Theosophists and followers of the Star, have so long spoken of The Coming as being soon that we now find we have almost lost the meaning of the word. Changing the term to *Now* quite startles us—even those of us who have so fully believed. When we learned that a large New York daily was planning to feature the story of the Coming, it was realized that the newspapers of America would soon be seething with all manner of weird tales, *unless we were able to straighten out the popular misconceptions before they could get into type.* The Eastern branch of the Star publicity bureau, under Capt. Lloyd Russell Jones, accomplished a splendid service in shaping the New York *World's* double-page story.

To the National Publicity Office fell the task of broadcasting through mail and telegraph, the message of the Coming of the Teacher, to newspaper offices of the nation, that they might have accurate information before them, and no excuse for printing distorted versions. Under ordinary circumstances, the expense of such an effort would run into thousands of dollars. Yet, with no such fund, and very much limited in the matter of time, the ground has been covered.

The explanation of this lies in the earnest and almost heroic labor of the small newly established Star Group at San Jose. Bundle after bundle of press material went into the San Jose postoffice, addressed to newspapers of the country, and to Star publicity agents. Inquiries poured in, of course, through every avenue of communication. Success of the entire campaign is very largely due to the close touch maintained by our National Representative. Rapid and direct in his counsel, Mr. Kunz has repeatedly anticipated situations and difficulties.

The greatest handicap was lack of sufficient funds to carry out a fully adequate program. Thousands more of mats and electros for newspaper illustration, for example, should have accompanied press copy.

Other crises are certain to confront us as future days come on. Your Star Publicity Bureau must be financed to act without loss of time. We know how many are the demands for money, and we have no desire to ask of those to whom giving will bring hardship or neglect of duty. *It is only to those who have funds available, large or small, that we appeal to see to it that this mainspring of Star mechanism is in good working condition.*

If the people of the world can be told properly what this really means, vastly greater numbers will understand—and, understanding, will accept. No greater good can be done with material fortune than expend it in purifying our human stream, laying the foundation of a brighter future for incarnated egos.

One need at present is to take space in suitable papers and national magazines, in which to print simply the Declaration of Principles with address of National Headquarters. Thus people to whom these beautiful Principles will appeal, may learn in a direct, dignified way, just what the organization stands for, resulting undoubtedly in a great strengthening of Star membership.

We take pleasure in announcing the opening donations to the Star Publicity Fund. The first donor gave also the excellent suggestion concerning widespread publication of the Star Principles. It is now to be hoped that checks and money-orders, accompanied by further ideas, will flow into the office steadily, that we may be enabled to carry out our part of the Great Plan.

## PUBLIC INFORMATION FUND

Adelia H. Taffinder .....	\$ 100.00
John Carey .....	100.00
Myrtle McCormick .....	100.00

## Not After The Money

Let no Star member feel that this great world movement is tinged, even in the slightest degree, with commercialism. It is not and can never be a money getting scheme. Those in charge of the various national centers throughout the world, are not only serving without a cent of salary, but in most cases, and notably so in America, have put their own finances into the work. Furthermore, our Star leaders are highly intelligent, energetic, capable people who could amass a fortune in business or professional circles, if money-getting were their object. Certainly they are possessed of better judgment than to imagine that this noble but difficult service presents any financial possibilities.

The matter of appealing to members *who can afford to do so*, to create a fund for spreading information upon the coming ministry of the World Teacher, is one that has been undertaken with a great deal of hesitancy. Indeed contributions would not now be asked, except that the resources of those in charge have been consumed.

Rigid economy has and will continue to be practiced in the work of public preparation, in order that the maximum result may be obtained from every dollar at our disposal. For example, instead of expending hundreds of dollars for professional mailing lists, our Star publicity office simply issued a call to members and Groups, explaining just what was needed. Well compiled and classified lists are now arriving daily. Soon this office will be prepared with names and addresses covering the entire United States. These are more up-to-date, complete and accurate than purchased lists, and involve practically no waste of our literature.

### *Why Any Publicity At All?*

Some minds may regard this very word publicity as incongruous with spiritual matters. Frankly, I agree. I should prefer calling this office the "Department of Information." [Agreed—F. K.] It really amounts to that. We are endeavoring simply to INFORM people of the fact in nature, about to become manifest. Like all natural events, there is need of some pre-knowledge and planning for beneficent human co-operation.

Suppose we lived upon a planet where each of the four seasons was centuries long. Toward the end of winter in such a world, every mortal alive would never have experienced anything but cold, and the ancient tales about "summer" would appear to them as mythical yarns. You, if a student of life, would know that winter was nearly over, and you might well encourage your ignorant and shivering brothers by saying: "Very soon great changes are coming to us. *Spring* is approaching. All these dead boughs will be laden with leaves and blossoms, and later with fruit. The air will become warm and fragrant. Grass, flowers and plants will shoot up everywhere, and you will find the world a far more satisfactory place in which to live."

Of course your words would be publicity; yet, wishing to help your long-chilled fellow beings, you would doubtless urge upon them the wisdom of getting ready for the coming season by providing themselves with good seeds and bulbs. And many of them would regard such things as absurd claims to magic, and even speak from experience, having planted them in the frozen earth without result. Nevertheless, you would earnestly advise the preparation of fertilizer; the making of strong tools and material for irrigation. Also you would recommend that people arrange their affairs that they might have time to cultivate the desirable vegetation, while cutting down and uprooting the disastrous weeds which you knew would spring up together with the things of use and beauty. And you would try to induce men to prepare powerful sprays for the destructive pests which you knew would come. All this forewarning of the Coming Spring, and its needs, is publicity, a true publicity which you can see would be serving a very useful purpose.

In some such way, mankind has lived through the long spiritual winter of cold materialism and selfishness. Cosmic Spring is due. With it comes the mighty Son, the Guardian, the Teacher of our benumbed humanity.

The marvelous changes will soon begin to show themselves. Buds and blossoms of Brotherhood replacing the dead boughs of greed and competition and war. When the new condition, which nothing can prevent, is fully in evidence, all will be compelled to acknowledge its reality, however much they may have doubted. This would be well enough, however, were it not for the fact that in their disbelief, they will have equipped themselves with only the old instruments and methods of winter, which they so confidently thought would indefinitely continue, whereas they will need something altogether different for the new order of life.

However, many souls are nearly ready to step into line for the new age. These may require only a slight suggestion to reveal to them the certainty of the Coming, and its beautiful significance. Hence our publicity, to sound the needed note, loud in the public ear, for many are ready for it, even though quite outside the membership of T. S. or Star. Those who can read our message with understanding will sense new life values. Material gain—fortunes—business—money—lands—temporal power—personal possessions, while not to be recklessly discarded at once, will be recognized as having no such future possibilities as our commercial world now indicates. Thus all who see the handwriting on the wall, will direct their efforts toward the new lines, particularly education—not the old education, which prepares human faculty for supremacy in competitive business and commerce, but true education, in the ways of living honestly, kindly, beautifully, helpfully, with our brother man on earth, and acquiring naturally the knowledge of those inner planes, which are real.

We are not foolish enough to think that publicity can in any way affect the coming of the new race, nor of the Great World Teacher. We can but sound the heralding notes announcing his approach. And we do this that our brothers may know, if they will receive it, and make the preparation which they shall later find so necessary. As our ever-practical and judicious leader, Dr. Besant, has said in her recent address: "It is along these lines that some of us are trying to prepare His way; because it is known from the past that when He last came, the people were unprepared, and so they rejected the Lord of Love, and would not even let Him live among them, preaching and helping them, for more than three brief years. Is it not well, then, that some of us who know something of that approaching Coming, should try to familiarize the minds of the people with the possibilities now opening again before the human race?"

### *Effects of Star Publicity*

On the whole, the presentation of the news of the Coming, to the public mind in America, has been far more successful than any of us would have believed possible, just a few months ago. Considering the nature of what we were compelled to say, its enormous import, and the unprepared mental ground upon which our words must fall, a tremendous thing has been done. Practically every citizen of the nation now knows the name Krishna-murti, and realizes in more or less degree what it stands for. In the minds of our thinking people, even where not actually convinced, the story looms high as a hope—something to be remembered—even anticipated. They have begun the earnest watch which later will blossom, in many cases, into active interest as great events of the immediate future unfold, as the flow of force from the Great Teacher becomes manifest through His actual ministration to the masses.

Let me repeat: We can accomplish nothing as to the operation of the great work itself. It will come on in its majesty and power, regardless of our puny efforts. Like the sunrise it advances in



due season. Our work is that of encouragement to our brother; to awaken where awakening is needed, that he may open his eyes and see the beauty and hope of the rising sun, and allow the glory and warmth of it to enter into his being and lift him out of his confusion and error. This has been the mission of our publicity. Throughout the press we seek to reach the greatest number, to sound the call that the hour is striking.

*Do not Insist Upon Persecution!*

Actually, despite a comparatively small amount of adverse newspaper print, the press and the public of America have received the stupendous news of Christ's Coming with remarkably good grace. We must remember that Messianic announcements have been rather frequent, erratic, fanatical and without foundation. From the general point of view, unstudied, it is surely difficult for the average man, editor or reader, to see that this claim differs from the many bogus presentations of alleged Divinity in human form. Only the standing and the established integrity of our great leaders has gained for us a respectful hearing. It is *now* that sane, sensible behavior upon the part of our entire membership will go a long way toward stabilizing the movement, and justifying that respect which the general public has generously conceded. First we must show appreciation of the probation thus granted us, and not assume an *abused* or down-trodden pose. In making yourself a channel for the master's force, remember that a useful channel is a substantial one. A channel overcome with vibrations, weepings and tremblings and faintings could hardly be considered dependable.

Let us not feel—much less say, that we are a “despised people,” however great a morbid satisfaction this feeling might give us. Let us cease to believe that our cause and the World Teacher must be reviled and hated. This need not be so. Let us have more faith in humanity, with all its faults. The two-thousand-year period has made some difference. The great marvels of invention have taught their lessons. People are a bit tired of declaring a thing impossible, and later being forced to admit its truth and their mistake.

We should cultivate the consideration and courtesy shown us, and build constructively upon it. Stress the reasonableness of Super-Beings as the one consistent outcome of human progression (this phrase used purposely to avoid that argumentative word, evolution). Stress the fact that World Teachers are as normal in their due season as school teachers, who also appear when needed at the beginning of each new school term. Stress the educational aspect of the Coming, and the new era which it ushers in.

Thus we get away from the emotional and sentimental aspects of the subject, which, however pleasing and convincing to us, are considered no evidence at all by others, and the least convincing of all efforts we can make. Above all, let us proceed with confidence. Let us not anticipate abuse and persecution. Dismiss the thought of bitterness and violence as the irrational procedure belonging to the coarse and ignorant past. Expect only honest in-

quiry, and be as nearly prepared as possible to meet and answer it with clear and intelligent and unexcited statements.

*Good Soldiers*

Gratifying harmony and efficient “team work” has characterized the activities of Star Groups and T. S. Lodges now co-operating with the National Publicity Office.

We desire to express to all an appreciation of the wonderful encouragement which their prompt and cheerful and efficient service has created. Most Groups quickly appointed Publicity Agents for their territory, who immediately presented concise, business-like reports and serviceable ideas. Suggestions from the Publicity Office were followed up at once, and press copy handled with tact, which doubtless accounts for the almost universal appearance in the newspapers of the United States, accurate and highly interesting stories regarding the Coming, and the world's prospective new future. As we desired, many of the local Publicity Agents re-typed the press copy sent them, making changes to suit their papers and situations. Also clippings of published articles have been sent in, giving this office a complete record-file of publicity from every state. This shows at a glance just what has been given the public mind; also the reactions from editors and readers. It is hoped that Star workers will continue to send at once, everything appearing in print upon the subject, both favorable and unfavorable, articles, comment and published letters from readers.

*Steady!*

We especially urge that Star Groups and individual members remain undisturbed by printed criticism or misrepresentation of facts concerning the World Teacher. A certain amount of this must be endured; perhaps a great deal of it. But with the force of the Masters coming into the work, as the new message is sounded, no real harm can be done, and we shall survive these wild waves of opposition. At some points the storm will be more severe than at others. Let those Groups where the greatest strain falls feel especially blessed in their opportunity to bear more of the Great Teacher's burden. Let them stand firm and calm.

Above all, hold in your hearts only the strongest sense of sympathy, appreciation and love for all fellow Star workers. If you should feel that a brother has made an error, increase immediately your love and support. Withhold all censure or complaint. Let us hear about errors of fact. Smile your encouragement. Administer soothing words and thoughts, realizing that this will throw added strength into the weak points which you may have discovered.

This is surely no time for personal feelings. So few of us to do so much! And the vital work *must* be done.

Be big! Be loyal! Be great!

Roy W. Harden,  
Box 690, San Jose, California.



## THE PAROLE BOARD AND THE PAROLE SYSTEM OF THE STATE OF CALIFORNIA

The Parole Board of the State of California is composed of the members of the State Prison Board who meet in session, to pass upon the parole of prisoners. After a prisoner has served a certain number of years, according to the length of his sentence and to his behavior, he can apply for a parole. He is allowed to write to his friends or relatives to the effect that if he has the promise of work, for the length of time that would be equal to the remainder of months or years of his sentence, he can be released on parole. The Warden and parole officer also help the men in obtaining work during their parole. The person or persons making the promise to employ the prisoner asking parole, must make an affidavit to the effect that they will faithfully keep their promise as long as the man keeps his, just what the wage will be and what kind of work and where. A report must be sent to the parole officer every week showing that the paroled man or woman is making good, and the reports of the Parole Office in this state show that in thirty-two years only 17 per cent of paroled men broke the trust reposed in them. Since 1893 when the parole law went into effect up to the 31st of October, 1925, there have been 11,852 men and women paroled and out of that number 2019 violated the parole law.

The Parole Officer for this state is Mr. Ed. H. Whyte, Room 6, Ferry Building, San Francisco, California.

Let us turn our attention to a few of the other States and the conditions we find there. In the State of Washington, a bill was introduced to re-establish the whipping post. Through the earnest efforts of some of our members, the bill has been withdrawn.

The jail conditions in Texas are still appalling. Sex perversion is common; the older men preying on the younger. Social disease is prevalent among the men on these farms and is spread by those fiends who prey on the younger and weaker boys. Where twenty-five and more men and boys of all types are crowded into one small room, it surely can be termed a School of Crime and there are plenty of instructors! There were 105 pardons issued by Mrs. Ferguson on Thanksgiving Day; some of the men are already back in prison. The newspapers of Texas are daily printing article after article on the conditions in the Prison Farms. The magazines are printing articles; *The Holland's* for November and December have articles on *The Prison Octopus* which deals with the conditions in the Texas Prisons. The Texas Committee on Prison and Prison Labor in Austin, Texas, has labored untiringly to bring about a change and many other workers among our own people and other committees have given their very selves to help the boys who need help. If you have friends or relatives in Texas, In His Name and for HIM,

write to them to *do something* for the betterment of the Prison Conditions.

The conditions in the Georgia Prisons are nearly like Texas. The whipping post is being done away with, and other more brutal and inhuman means of punishment have been adopted, so the reports of the Associated Press state. Our worker there reports that the need at the present time is mental examination among the prisoners. I think that if that examination were extended to include the guards and other employees, it might help a great deal.

I have heard from seven states, California making eight. Will you not give me a report from your state?

The five questions that I have asked the workers to answer in my letter of the 14th of November, are as follows:

1. Does your State have a Prison Board?
2. Does your State use Capital Punishment? In what form?
3. Do you maintain a Parole Board?
4. What is your Parole Officer's name?
5. What is the *Great Need in Your Prison at this Time*?

By replying to these questions, you will give me some idea of the need in your locality and if more than one member writes in, there is no harm done because I get a larger report in that way. I can start my State index and enlarge upon it from time to time. I also need to know the names of the workers so that my card index of workers as to State and occupation will also be complete. You who are willing to help in this great work for Him compose the League and I want to become acquainted with every one of you.

Edith Lee Ruggles.

## ANIMAL PROTECTION

The absence of active kindness leads to the apathy which makes cruelty possible, and each one of us who is not making his or her active protest is in that way an aider and abettor of cruelty and cannot but be held responsible for its continuance.

Ernest Bell.

This quotation, from the November number of *Our Dumb Animals*, has in it much food for thought. We think that we could never be really cruel, that we are against cruelty in all forms; yet do we fully realize the meaning of the words "the apathy that makes cruelty possible"?

How many of us are negatively kind, passively non-cruel! We do not believe in cruelty to animals, we are not cruel to animals ourselves, at least not consciously and directly. Yet how many of us are actively kind, not alone to those animals we see in trouble or suffering, so that the appeal is made direct to our emotions, but active in kindness toward those tortured ones whom we do not see,

who suffer behind the closed doors of laboratories, in the distant slaughter pens, who starve on the lonely winter ranges, who agonize in the steel traps in the desolate white wilderness, where only the trapper sees. When the Lord of Love, so soon to come to our suffering world, looks into our hearts, will He see there excellent intentions, negative abstinence from cruelty, apathy which makes possible the continued cruelty to the helpless throughout the world? Or will He see in us active kindness, fighting against the massed cruelty which now makes the world hideous for the suffering animals? When He came to earth before, did He not say to those gathered to hear Him, "Inasmuch as ye did it *not* to one of the least of these, ye did it not to me."?

Now that the winter season is here, it is a daily ordeal to see the numbers of furs worn, as coats, as neck pieces, as trimming on hats and coats and gowns; to see the rows and rows of garments in the shops trimmed somewhere with fur, every piece of which means agony and death. Could women think furs beautiful when made into garments and trimmings, could they endure to wear furs if they "could see one furry animal caught in a trap, struggling to tear itself loose, and see it die slowly of cold, thirst, hunger, fright or injury, or all these agonies together", and knew that millions die thus each year only because women wear fur?

Wearers of fur make excuses: they say that the animal has to die anyway, so they might as well wear the fur. They say, "I did not buy this; it was given to me." They say, "Everyone is wearing fur, and it is impossible to buy clothing without fur trimming somewhere on it." Let them face the fact that the wearer is the real cause of the killing; that wearing a bought or gift fur means that it must be replaced by another; that another animal must endure the agonies of the trap.

There is at present an anti-trapping campaign in progress, having as its slogan "The Steel Trap Must Go!" Mrs Minnie Maddern Fisk, the great actress, has worked for years against the wearing of furs. She is now lecturing before women everywhere she plays, in this anti-trap campaign. Recently she said "Ninety-eight per cent of trapping is done for women. If women wish to obliterate this crime from the face of the earth they can do it quickly."

Will not every woman in the Order help in this campaign now being carried on by the American Humane Association and also by the Anti-Steel Trap League, at least by refusing to buy or wear furs? The Anti-Steel League, 622 C St., N. E., Washington, D. C., has issued a concise, sane, and valuable booklet, *The Steel Trap*, by Edward Breck, M. A., Ph. D., which will be sent free on request, but please send postage. Every member should have a copy of this; it will be useful for propaganda. The Anti-Steel Trap League is asking every woman who has ever worn furs to send them a dollar to help carry on their work of mercy. As I fear most of us must plead guilty to having worn furs at some time in our lives, let us rejoice that we can do this little bit to set free some animal from what trappers who have had the experience of being caught in

their own traps describe as torture in its worst form. It is said that trappers who have suffered the agony of being caught in a trap never trap animals again.

On the title page of the booklet mentioned above is this poem by F. F. Van de Water:

### TO A FUR SCARF

The trap clanked and held him fast;  
None marked his fright, none heard his cries.  
His struggles ceased; he lay at last  
With wide, uncomprehending eyes  
And watched the sky grow dark above  
And watched the sunset turn to gray;  
And quaked in anguish while he strove  
To gnaw the prisoned leg away.  
Then day came rosy from the East,  
But still those steel jaws kept their hold;  
And no one watched the prisoned beast  
But Fear and Hunger, Thirst and Cold.  
Oppressed by pain his dread grew numb;  
Fright no more stirred his flagging breath.  
*He looked in vain to see him come,  
The Cruel biped, bringing death.*  
Then through the gloom that night came ONE  
Who set the timid spirit free:  
"I know thine anguish, little son—  
So once men trapped and tortured me!"

Here is a partial list of some excellent leaflets on trapping. American Humane Association, Albany, N. Y.

No. 116 Trapping a merciless and Barbarous Business. 4 pp. Illustrated

No. 113 Cruel Trapping Must Go. 4 pp. Illustrated.

No. 176 Abolish the Steel Trap. 4 pp. Illustrated.

No. 117 The Tragedy of the Trapped Animal. 4 pp. Illustrated.

No. 181 A Trapper Describes Cruelty of the Steel Trap.

They cost 75c per hundred.

The American Humane Education Society has a convenient little leaflet called *Furs*, which can easily be slipped into a letter.

Two others, *Fashionable Furs*, and *A Lesson in the Trapping of Floyd Collins*, may be obtained from The Humane Education Press Bureau, Box 144, Copley Square, Boston, Mass.

Bernice Banning.

Be a Columbus to whole new continents and worlds within you, opening new channels, not of trade, but of thought. Every man is the lord of a realm beside which the earthly empire of the Czar is but a petty state, a hummock left by ice.

\* \* \*

We here in America hold in our hands the hope of the world, the fate of the coming years; and shame and disgrace will be ours if in our eyes the light of high resolve is dimmed, if we trail in the dust the golden hopes of men.—Roosevelt.



## Headquarters Notes

By F. K.

In *The Server*, for two or three reasons, we have not reprinted the pronouncements of the Protector, as published in *The Herald of the Star*. The first is that we have made a big effort to get every member to have the whole *Herald* in his hand, that he might read and judge for himself. This effort has been successful to a considerable degree, despite intolerable delays in getting supplies from London. We cabled for stocks but got them only on December 1st. However, no less than fifteen hundred have been circulated so far and another three hundred are on order. We may justly suppose that every member has read for himself, and that is much better than fragmentary accounts in *The Server*. Another secondary reason is that there is an old standing order that nothing should be reprinted from the *Herald*. Rules are made to be broken at certain times, and I should have ignored this one had I not felt sure the American members would instantly inform themselves from original sources. And, incidentally, we have done many a kindness by this policy, for they have taken to subscribing to the *Herald*, which is a good thing always, but especially now.

Within six hours of getting the *Heralds* from London they were in the mails!

In short, we are pleased with ourselves!

\* \* \*

A refreshing feature of the work these days is the way people have taken to using the telegraph. Of course it is better to think ahead and use a two cent stamp, but it is a good sign that things are on the move when we begin to get telegrams and cables about three a day, up to twenty. Mr. Stone called my attention to this fact recently, when he got a wire for twenty dozen pamphlets and some hundreds of new leaflets. The telegram, if you please, came from what is reputed to be the sleepest city in the United States. (Wild horse will not drag its name from me). This noble city is famed for its ease and leisure. To get a wire from it is a triumph. The telegram came hurtling along to our press department for specially quick compliance and the goods went out that day.

Honestly, I think we are on the way, when we get a telegram from the noble town of Etaoin Shrdl.

\* \* \*

Another feature that is pleasing is the way in which many Groups are organizing themselves, by the selection of a publicity agent, a prison expert, a worker for animals, someone to help guide the Churches, and so on. There is no reason in the world why a deeply devotional and loving life should not be coupled with a high degree of executive and organizing efficiency. Indeed, that is to be the key note of the *New Age* for which we are preparing. Why not then exhibit it in our own work?

I would, however, caution all that high and hard

efficiency is nothing in itself. Just getting things done is stupid and wasteful. We must be getting the right things done. And in Star work nothing is right which is not big, loving, tolerant, steady, quiet, harmonious and beautiful.

Isn't there such a thing as efficient, strong and intelligent Love? Must love always be wishy-washy, sentimental or romantic? Must efficiency always be hard? Of course not, and let's show that such a union of the two qualities is possible in Star work at least.

\* \* \*

Groups occasionally tell me what they are doing. The main officer for Group work is your Divisional Secretary, but I like occasionally to hear directly how the battle goes. Detroit writes of careful organization. I have some interesting lecture titles from Memphis, Tennessee, speakers.

That vigorous infant, Vyasa Centre, emulates the Babe Sri Krishna and the Babe Hercules in its strength. We got a letter the other day from Mrs. Markel reporting on an auction and forwarding \$200 as its proceeds. It appears that Mr. Spicker, Mr. Haas, Mr. Breese (who has also been so useful in the late publicity whirlwind), and a number of others put on this surprise. I look forward with much interest to seeing what this Vyasa Centre really is, when I get to New York in the spring. It seems to have a way entirely its own. The pity is, it is impossible for every Group Secretary to travel to New York and copy these effective methods.

\* \* \*

Every now and then someone writes in to suggest that it would be so useful if Mr. Kunz would write an article for this or that, or a letter to such and such an organization, or get into touch with this or the other public man, and so on. Of course it would! But it would be still better if the originator of the idea did it, I think. Mr. Kunz may be concentrated energy (small but poisonous, as someone once said of him), but after all he can only be spread out just so far before the holes begin to appear. The best of butter will seem thin if applied too meagerly over too large a surface. I am delighted to be invited to lay wily seige to the millions of Henry Rolls Wright-Over, celebrated automobile maker of Detroit, or John D. Gasadvances-inprice. It flatters my vanity to think I am in demand. But I should be even more pleased if it were done and reported as done.

I admit that many suggestions are excellent, and I invite them. But the very best judgment should be used; and above all ask yourself first: "Can't I do this myself?"

\* \* \*

Gardens of the Star continue to manifest from various quarters. In an early number of the *Server* I shall publish detailed information.

Meantime, how about your part of the country?

We have much pleasure in announcing that a stamp dealer (Strictly honorary, needless to say!), has volunteered to sell stamps for the Order. Have you collections you want to sacrifice on the altar? Two small boys in Hinsdale have led the way. A few rare collections, with Madagascars, Mauritiens, and like rarities, will help at this juncture.

\* \* \*

By friendship I mean the greatest love and the greatest usefulness, and the most open communication, and the noblest suffering, and the most exemplary faithfulness, and the severest truth, and the heartiest counsel, and the greatest union of mind of which brave men and women are capable.

—Jeremy Taylor.

There is no space in this *Server* to talk about the proposed school, but I find space elsewhere for a typical letter or two on this subject.

Meantime, how important are the children, in your judgment?

\* \* \*

#### OUR FIRST ADVERTISER HAD A SURPRISE

Whereupon she signed up for six months and wrote to us as follows:

I wish to take this opportunity to state that never before in all my experience have I received so many inquiries from one small advertisement. Having at one time owned and managed a fairly large business, and having tried all sorts of advertising, with various results, I wish to state that in my opinion the little *Server* beats them all for results. I received dozens of letters from all over the United States, and as they came in the busy season, I had to sit up nights to answer them, so can heartily recommend the *Server* as an advertising medium.

Fraternally yours,

Emma C. Fleming,

308 Broadway Central Bldg., 424 S. Broadway,  
Los Angeles, California.

#### WATCHES DIAMONDS SILVERWARE EMMA C. FLEMING, JEWELRY "The Shoppe Of Lucky Gems"

Wear your talismanic jewel and be happy. Why not insure your friends' happiness by the gift of the correct talismanic jewel? Why not increase your own good fortune by wearing your own lucky gem? Do you know that the birth stones as listed by jewelers are incorrect? Having made a study of gems and their subtle influence for years, I can advise you as regards your own particular jewel.

Semi-precious stones as low as \$3.00 per karat. Smaller stones mounted in solid gold rings, as low as \$5.00.

EMMA C. FLEMING, 308 Broadway Central  
Building, 424 S. Broadway  
LOS ANGELES, CALIFORNIA

#### DONATIONS TO HEADQUARTERS FUND to December 23rd, 1925.

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